

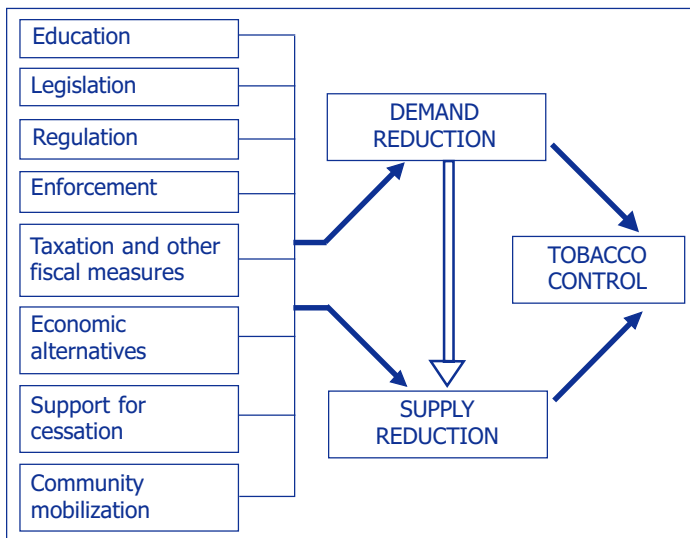
# 7

## Tobacco Control: What Works?

7.1 Policy interventions: Taxation	257
7.2 Tobacco product regulation, testing and laboratory strengthening	262
7.3 Policy interventions: Supply-side actions	272
7.4 Policy interventions: Comprehensive ban on advertising	281
7.5 Policy interventions: Packaging and labelling	286
7.6 Protection of vulnerable groups: A human rights' approach to tobacco control	294
7.7 Community interventions: Protecting the youth	299
7.8 Community interventions: Smoke-free public places	305
7.9 Community interventions: Strengthening health literacy on tobacco-related matters	308
7.10 Benefiting from models of behaviour change	311
7.11 Individual interventions: Promoting tobacco cessation	320

The recent enactment of legislation for tobacco control and ratification of the Framework Convention on Tobacco Control (FCTC) by India should only be regarded as steps which mark the beginning of a major national effort to deal effectively with an active and increasingly menacing threat to health and development. The follow up process requires a comprehensive multicomponent strategy which is implemented through coordinated multisectoral measures.

Such a strategy should combine measures for demand reduction as well as interventions intended for reduction of supply. In economic theory, demand reduction usually leads to supply reduction, as the market learns to adapt to the changing consumer preferences. This is true, to a considerable extent, also of tobacco. Hence the great emphasis laid in most policy recommendations on the positioning of a package of demand-reduction measures as the keystone of a tobacco control strategy. However, the tobacco trade does not represent a perfect market where demand–supply relations follow such a logical and predictable course. The practice of tobacco consumption itself is highly supplier driven and aggressively promoted to entice and entrap the unsuspecting consumer. Furthermore, the volitional choice of consumers is subverted initially by misleading messages and later by the unyielding grip of an unshakeable addiction. Hence, the requirement of some supply-side action to supplement demand-reduction measures to achieve early and effective tobacco control (Fig. 7.1).



**Fig. 7.1** Tobacco control needs actions to reduce demand and supply

Such measures involve interventions at multiple levels. Policy-level interventions would include levy of taxes (to raise prices of tobacco products and act as a disincentive for purchase, especially to youth on the threshold of tobacco experimentation), regulation of tobacco products (for constituents, emissions, health warnings and misleading health claims) and measures to reduce supply (ban on sale to youth, curbs on smuggling and programmes to aid tobacco farmers and workers to switch over to alternative livelihoods).

Interventions at the community level would involve programmes for empowering people, especially vulnerable sections, with the knowledge, motivation and skills required to abstain from or abandon the use of tobacco habit. These would also require the creation of suitable environments to stimulate, support and sustain healthy lifestyle choices (such as tobacco-free norms at schools, worksites, homes, etc.).

At the level of the individual, the interventions would focus on behaviour change, especially aimed at tobacco cessation. This requires the availability of services ranging from counselling to de-addiction therapies and an affordable supply of pharmacological agents for those who need it. It must, of course, be clearly recognized that cessation by individuals is also greatly facilitated by interventions at the policy level and the community level.

This chapter opens up a consideration of these action pathways which lead in the direction of tobacco control. It reviews the rationale for specific interventions, appraises the available evidence from the global arena, examines the Indian context and develops recommendations for appropriate action in each of these areas. These are intended to provide the basis for informed action by all segments of society wedded to the vision of a tobacco-free India.